

# Workshop Sessions | Focus on Farming Conf XI

## Bioregional Agriculture

*(Information on this session will be available soon;  
see info on other sessions on next pages)*

### Session 1:

Presenter:

Description:

### Session 2:

Presenter:

Description:

### Session 3:

Presenter:

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### Session 4:

Presenter:

Description:

## Business of Farming/Marketing

### Session 1: Government Contracting & Produce Program Opportunities (Panel)

**Presenter:** Cheral Jones, Agency Contracts, Consulting & Oversight, WA State Dept. of Enterprise Services; Edwina Martin-Arnold, Office of Minority & Women Business Enterprises; Servando Patlan, Contracts & State Legal Services; Jean Hales, Economic Alliance Snohomish County; Tricia Kovacs, WA State Dept. of Agriculture; Rebecca Linville, DES WEBS & Contract Opportunities; and John Holeman, Monroe Correctional Complex

**Description:** Moderated by Cheral Jones of WA State Dept. of Enterprise Services, this panel will raise awareness of opportunities for farms to partner with government, to participate in state contracting opportunities through bidding or subcontracting, to register in “WEBS” the state’s vendor registration system and search for or be notified of opportunities, to learn about our state’s initiatives to engage diverse businesses, how to become a WA certified small, women, minority or veteran owned business and the benefits of being certified, and to learn about our state’s agricultural programs that help bring local healthy foods to Washington schools and prisons while providing produce-related educating and training.

### Session 2: What’s New for You in the 2014 Farm Bill?

**Presenter:** Chris Bieker, Farm Service Agency; and Jo Lynne Seuffer, Risk Management Agency

**Description:** USDA officials provide the latest scoop on new and improved programs. Learn about federal resources available to help small acreage farmers navigate the financial and production risks of farming and ranching.

### Session 3: Certification Workshop: Benefits of Being a Certified Minority and/or Women-Owned Business

**Presenter:** Edwina Martin-Arnold, Office of Minority & Women Business Enterprises

**Description:** The Office of Minority and Women Business Enterprises’ (OMWBE) Certification Workshop is a course where attendees can learn about state and federal certifications for lucrative government contracting. Attendees will learn who is eligible for the program, and they will receive valuable assistance with the application process. In addition, benefits of certification will be highlighted, which include free advertising through the OMWBE website, a free subscription to the Daily Journal of Commerce, and loan assistance for those who are state certified through the Linked Deposit program.

### Session 4: Working Effectively with Your Processor: Getting Local Meat to Local Markets

**Presenter:** Kathryn Quanbeck, Program Manager for Niche Meat Processor Assistance Network (NMPAN)

**Description:** Getting local meat to local markets often takes you through a maze of processing options, confusing regulations, distribution headaches and marketing challenges. In this session, we'll discuss the different types of inspection available, cover relevant meat processing regulations and help livestock producers decide which marketing options might be best based on size and scale, processing needs and business goals.

## Hot Topics

### Session 1: Growing and Malting New Varieties of Local Grain

**Presenters:** *Wayne Carpenter, Founding Partner of Salish Coast Enterprises; Bob Rock, Partner at Skagit Valley Malting and Brewing Instructor at Skagit Valley College*

**Description:** There has been a fast growing interest in the beer and spirits business for using locally grown grains in the craft products. What if “LOCAL” was also REALLY better and unique? What if the quality and flavor REALLY was better? This region, west of the Cascade Mountains, North of Eugene, Oregon and South of mid Vancouver Island in Canada is the only one like it in North America. There are only five others like this in the world. The grains grown in this region have some exceptional advantages. What are they? Washington State University and Oregon State University have grain breeding programs so thousands of test plots for these grains are grown in Corvallis, OR and Mount Vernon, WA for these programs each year. This session will discuss these and other aspects of selecting, growing and then malting varieties of grain that are NOT normally available to brewers, distillers and bakers anywhere. We will discuss growing issues, harvesting, special care requirements and the improved brewing mechanics, as well as the wonderful FLAVORS available here in this region.

### Session 2: Growing Asian Medicinal Herbs in the Northwest

**Presenter:** *Matt Ferguson, E.A.M.P., Vivian Henderson, Farmer and Cofounder of Northwest Asian Medicinal Herb Network; Tim Ross, DAOM; Mercy Yule, EAMP, Acupuncturist, Arborist and Cofounder of the Northwest Asian Medicinal Herb Network*

**Description:** In this workshop, the Northwest Asian Medicinal Herb Network and friends will present an introduction to domestic production of Asian medicinal herbs. This will include a brief history of the development of the industry, current market forces, special issues in growing quality medicinal herbs, plant sourcing, and the necessity for a coordinated effort. Then, medicinal herb growers will discuss their favorite herbs for the Northwest.

### Session 3: NW Regional Seed Systems

**Presenter:** *Micaela Colley, Executive Director of Organic Seed Alliance (OSA)*

**Description:** A movement is underway in the Pacific Northwest (PNW) to create resilient regional seed systems. The unique climate of the region is prime for growing seed of many vegetable and grain crops. The organic community, from farmers to breeders to retailers and chefs are also working together to develop new varieties that are expanding regional food production and markets. Hear stories from the field of successful models for integrating on-farm organic plant breeding, and seed production into diversified farming operations. Learn about the collaborative work of Organic Seed Alliance and others in the NW creating a regional seed system including the Northern Organic Vegetable Improvement Collaborative (NOVIC), the Culinary Breeding Network (CBN), and initiatives to support organic farmers expanding regional seed production.

## Session 4: Hard Cider for Good Times

**Presenter:** *Sherrye Wyatt, Executive Director of Northwest Cider Association; Carol Miles, Professor in the Dept. of Horticulture at WSU and Horticulture Specialist at WSU Mount Vernon NW WA Research and Extension Center*

**Description:** Once America's favorite drink, cider is the fastest growing segment of the U.S. beverage industry today. Since the "fruit of the boom" exploded in 2009, the Northwest is quickly emerging as a cider powerhouse. Already famous for growing more apples and pears than any other part of the country, the Northwest has proven it has what it takes to become a world class cider region. Learn about the basics of cider apple varieties and current research at Washington State University (WSU); opportunities for cider making training for both growers and cider makers offered by the Northwest Agriculture Business Center (NABC); and what the Northwest Cider Association (NWCA) and U.S. Cider Makers of America (USACM) are doing right now to help shape the future of the growing cider industry.

## Livestock Production

### Session 1: Mobile USDA Livestock Processing Units – What's in it for me?

**Presenter:** *Panel from 3 county mobile units (Whatcom, Skagit, Pierce)*

**Description:** Mobile USDA units and their effectiveness to get livestock to different markets, their availability, and how you can participate. 3-4 members of the various county mobile units will be on hand to discuss the various efforts in each county. What's working, what's not, how to get involved, the benefits, etc.

### Session 2: USDA Grass Fed Certification

**Presenter:** *Steve Ross, National Assessment Services Supervisor with USDA, AMS, LPS, Quality Assessment Division*

**Description:** Steve will be talking about the new USDA Grass fed Certification. Come and learn about what opportunities are out there for you when you raise and market grass fed livestock for market.

### Session 3: Working Effectively with Your Processor: Getting Local Meat to Local Markets

**Presenter:** *Kathryn Quanbeck, Program Manager for Niche Meat Processor Assistance Network (NMPAN)*

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### Session 4: Mobile Poultry Processing . . . this Unit is for YOU!

**Presenter:** *Fred Berman, Project Manager for Client Services, Rural Cooperative Development, Agricultural Processing Initiative with Northwest Agricultural Business Center*

**Description:** Fred has been working with and on the new available mobile poultry processing unit available through the Northwest Agricultural business Center. This will be an OUTSIDE tour of the unit and not a classroom discussion. Come and learn about the unit, how it works, and how to get it to work for your operation!

## Nursery/Greenhouse

### Session 1: Grafting Vegetables

**Presenter:** *Carol Miles, Professor in the Dept. of Horticulture at WSU and Horticulture Specialist at WSU Mount Vernon NW WA Research and Extension Center Specialist*

**Description:** As far back as 500 BC, farmers in China have been grafting disease-susceptible cucurbit crops onto disease-tolerant squash rootstocks. Today in parts of Asia and Europe, up to 95% of watermelon, tomato and eggplant crops are grafted, primarily for disease control. This presentation will provide an overview of common grafting techniques for vegetable crops and an update of our vegetable grafting research based at Washington State University-Mount Vernon Research and Extension Center.

### Session 2: The New Invasives

**Presenter:** *Sharon Collman, Horticulture and IPM Educator for Snohomish County WSU Extension*

**Description:** Discussion of the latest pests and diseases to affect horticulture in the Pacific Northwest and how to combat them.

### Session 3: Native Plants and Water Quality – Opportunities to Tap into – and the Pros and Cons

**Presenter:** *Peg Tillery, WSH&G Garden Editor and Writer and Retired WSU Kitsap Extension Educator.*

**Description:** This is a panel discussion. The panel consists of a Landscape Designer; Nursery Owner who grows native plants for restoration and landscaping; and a native plant educator who mentors and assists the public in making sense out of all the governmental mandates with regard to native plants in the landscape. Topics covered will be raingardens, shoreline and streamside plantings, maximizing profits in growing native plants for retail, lessons learned, caveats, warnings, the advantages to exploring this untapped business opportunities, and how to maximize profits. Additional topics will include marketing, working with engineering and planning staff at municipalities. The last 15 minutes will include Q and A. If you have specific questions please jot them down and email them to [gardenmentor@yahoo.com](mailto:gardenmentor@yahoo.com) so we can share the questions with the panel ahead of time.

### Session 4: Neonicotinoids

**Presenter:** *Janet Poncelet, Member of Wilbur-Ellis Team*

**Description:** A discussion of the emerging alternatives to neonicotinoid pesticides coming to market as well as the latest research guiding choices for current neonic product use.

# Sustainable Ag Education (SAgE)

## Session 1: Agroecology Fundamentals

**Presenter:** *Karen Hills, Ph.D. in Crop Science from WSU*

**Description:** In this session we will discuss some important concepts of agroecology and give examples practical applications for applying ecological principles on the farm to enhance production and environmental outcomes. Participants in this session will gain an understanding of how diversity, ecological interactions and whole systems approaches can improve productivity of agricultural systems.

## Session 2: Intercropping Methods for Resilient Production

**Presenter:** *Rob Smith, Viva Farms employee and manager of the development of the SAAgE student farm and curriculum*

**Description:** A core component of agroecology is the interrelationship of varied plant species within a diverse ecological system. This section will explore how complimentary species can be selected and managed to maximize production and maintain sustainability within the system, focusing on the resource requirements and characteristics of mutually beneficial neighbors. The discussion will focus on concrete examples and real world situations, giving participants a sound understanding of maximizing the benefits of plant community interactions.

## Session 3: Temperate Agroforestry Systems and Practices

**Presenter:** *Jason Niebler, Founding Director of Sustainable Agriculture Education (SAgE) Collaborative*

**Description:** Agroforestry is an integrated land use system that can improve whole farm productivity and ecosystem services through the simultaneous or sequential management of field crops, tree crops, pasture and animals, and native vegetation. Whereas agroforestry is common in the tropics, it is an innovative and emerging land use in temperate environments. This session will introduce participants to agroforestry concepts, appropriate and scalable practices, such as alley cropping, silvopastures, windbreaks, riparian buffers, and forest farming, and the benefits derived from their multiple functions. We will then explore perceived opportunities for viable agroforestry farm development through participant reflection and discussion.

## Session 4: Environmental Services of Farmland Habitat

**Presenter:** *Claus Svendsen, Department Chair for Dept. of Environmental Conservation at Skagit Valley College*

**Description:** Increasingly, ecologists are realizing the economic values that natural and semi-natural lands produce for the wellbeing of societies. Ecosystem services are the goods and services provided by natural and cultural landscapes but not captured in the formal economy. In addition, ecosystem services are critical for supporting socio-cultural values, the economy, and the sustainability of societies. This session will focus on methodologies to maintain and improve ecosystem services on small agroecological farm systems. Furthermore, an overview of techniques and management strategies that incorporate beneficial wildlife for crop production will be outlined; especially techniques to reduce harmful birds, rodents, and insects. Finally, the session will conclude with a work session where participants will get the opportunity to analyze their own farm to see what techniques and strategies that could be implemented.